

Rep Order# 9795155 Ver# 9 Status Revised
EC'd Yes

Traffic Order# 51595

Printed: 10/03/2012 8:14 AM
Last Received: 10/02/2012 6:35 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 9

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate#
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED LINES 22,27. PLS CNF

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|--------|---------|---|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | *1 | TU-F,M | 5A-530A | GM CINCY | :30 | \$250.00 | 10/02-10/08 | 5 | 1 | 5 | \$1,250.00 | |
| | | | | Station Remark: V4 pls revise rate to 250. V5 Rate Changed | | | | | | | | |
| | *2 | TU-F,M | 530A-6A | GM CINCY | :30 | \$250.00 | 10/02-10/08 | 5 | 1 | 5 | \$1,250.00 | |
| | | | | Station Remark: V4 pls revise rate to 250. V5 Rate Changed | | | | | | | | |
| | *3 | TU-F,M | 6A-630A | GM CINCY | :30 | \$325.00 | 10/02-10/08 | 5 | 1 | 5 | \$1,625.00 | |
| | | | | Station Remark: V4 pls revise rate to 325. V5 Rate Changed | | | | | | | | |
| | *4 | TU-F,M | 630A-7A | GM CINCY | :30 | \$325.00 | 10/02-10/08 | 5 | 1 | 5 | \$1,625.00 | |
| | | | | Station Remark: V4 pls revise rate to 325. V5 Rate Changed | | | | | | | | |
| | *5 | TU-F,M | 7A-730A | EARLY SHW | :30 | \$190.00 | 10/02-10/08 | 5 | 1 | 5 | \$950.00 | |
| | | | | Station Remark: V4 pls revise rate to 190. V5 Rate Changed | | | | | | | | |
| | *6 | TU-F,M | 730A-8A | EARLY SHW | :30 | \$190.00 | 10/02-10/08 | 5 | 1 | 5 | \$950.00 | |
| | | | | Station Remark: V4 pls revise rate to 190. V5 Rate Changed | | | | | | | | |

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Salesperson FAX# 202-955-5348

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|--------|---------|--|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | *7 | TU-F,M | 8A-830A | EARLY SHW | :30 | \$190.00 | 10/02-10/08 | 5 | 1 | 5 | \$950.00 | |
| | | | | Station Remark: V4 pls revise rate to 190. | | | | | | | | |
| | | | | V5 Rate Changed | | | | | | | | |
| | *8 | TU-F,M | 830A-9A | EARLY SHW | :30 | \$190.00 | 10/02-10/08 | 5 | 1 | 5 | \$950.00 | |
| | | | | Station Remark: V4 pls revise rate to 190. | | | | | | | | |
| | | | | V5 Rate Changed | | | | | | | | |
| | *10 | SA | 6A-630A | NEWS | :30 | \$150.00 | 10/06-10/06 | 1 | 1 | 1 | \$150.00 | |
| | | | | Station Remark: V4 pls revise rate to 150. | | | | | | | | |
| | | | | V5 Rate Changed | | | | | | | | |
| | *11 | SA | 630A-7A | NEWS | :30 | \$150.00 | 10/06-10/06 | 1 | 1 | 1 | \$150.00 | |
| | | | | Station Remark: V4 pls revise raet to 150. | | | | | | | | |
| | | | | V5 Rate Changed | | | | | | | | |
| | *12 | SA | 7A-730A | NEWS | :30 | \$150.00 | 10/06-10/06 | 1 | 1 | 1 | \$150.00 | |
| | | | | Station Remark: V4 pls revise rate to 150. | | | | | | | | |
| | | | | V5 Rate Changed | | | | | | | | |
| | *13 | SA | 730A-8A | NEWS | :30 | \$150.00 | 10/06-10/06 | 1 | 1 | 1 | \$150.00 | |
| | | | | Station Remark: V4 pls revise rate to 150. | | | | | | | | |
| | | | | V5 Rate Changed | | | | | | | | |
| | *14 | SA | 8A-830A | NEWS | :30 | \$425.00 | 10/06-10/06 | 1 | 1 | 1 | \$425.00 | |
| | | | | Station Remark: V4 pls revise raet to 425. | | | | | | | | |
| | | | | V5 Rate Changed | | | | | | | | |
| | *15 | SA | 830A-9A | NEWS | :30 | \$425.00 | 10/06-10/06 | 1 | 1 | 1 | \$425.00 | |
| | | | | Station Remark: V4 pls revie rate to 425. | | | | | | | | |
| | | | | V5 Rate Changed | | | | | | | | |

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Salesperson FAX# 202-955-5348

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|--------|------------|---|------|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | *16 | SA | 9A-930A | NEWS | :30 | \$425.00 | 10/06-10/06 | 1 | 1 | 1 | \$425.00 | |
| | | | | Station Remark: V4 pls revie rate to 425. V5 Rate Changed | | | | | | | | |
| | *18 | TU-F,M | 9A-10A | DRS | :30 | \$150.00 | 10/02-10/08 | 5 | 1 | 5 | \$750.00 | |
| | | | | Station Remark: V4 pls revise rate to 150. V5 Rate Changed | | | | | | | | |
| | *19 | TU-F,M | 10A-11A | ANDERSON | :30 | \$150.00 | 10/02-10/08 | 5 | 1 | 5 | \$750.00 | |
| | | | | Station Remark: V4 pls revies rate to 150. V5 Rate Changed | | | | | | | | |
| | *20 | TU-F,M | 11A-12P | PRICE | :30 | \$650.00 | 10/02-10/08 | 5 | 1 | 5 | \$3,250.00 | |
| | | | | Station Remark: V4 pls revie rate to 650. V5 Rate Changed | | | | | | | | |
| | *21 | TU-F,M | 12P-1230P | NEWS | :30 | \$350.00 | 10/02-10/08 | 5 | 1 | 5 | \$1,750.00 | |
| | | | | Station Remark: V4 pls revise rate to 350. V5 Rate Changed | | | | | | | | |
| | *22 | TU-F,M | 1230P-130P | Y&R | :30 | \$650.00 | 10/02-10/08 | 5 | 1 | 5 | \$3,250.00 | |
| | | | | Sales Remark: V9 OK V5 Rate Changed V9 Comment Changed | | | | | | | | |
| | *23 | TU-F,M | 130P-2P | B&B | :30 | \$650.00 | 10/02-10/08 | 5 | 1 | 5 | \$3,250.00 | |
| | | | | Station Remark: V4 pls revie rate to 650. V5 Rate Changed | | | | | | | | |
| | *24 | TU-F,M | 2P-3P | TALK | :30 | \$550.00 | 10/02-10/08 | 5 | 1 | 5 | \$2,750.00 | |
| | | | | Station Remark: V4 pls revie rate to 550. V5 Rate Changed | | | | | | | | |

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|-----|-----|--------|-----------|---|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | *25 | SA | 930A-10A | NEWS | :30 | \$900.00 | 10/06-10/06 | 1 | 1 | 1 | \$900.00 | |
| | | | | Station Remark: V4 pls revie rate to 900. V5 Rate Changed | | | | | | | | |
| | *26 | SU | 9A-930A | NEWS | :30 | \$900.00 | 10/07-10/07 | 1 | 1 | 1 | \$900.00 | |
| | | | | Station Remark: V4 pls revise rate to 900. V5 Rate Changed | | | | | | | | |
| | *27 | SU | 930A-10A | NEWS | :30 | \$900.00 | 10/07-10/07 | 1 | 1 | 1 | \$900.00 | |
| | | | | Station Remark: V4 psl revise rat to 900. V5 Rate Changed | | | | | | | | |
| | *28 | SU | 10A-1030A | NEWS | :30 | \$900.00 | 10/07-10/07 | 1 | 1 | 1 | \$900.00 | |
| | | | | Station Remark: V4 pls revise rate to 900. V5 Rate Changed | | | | | | | | |
| | *29 | SU | 1030A-11A | FACE NATION | :30 | \$650.00 | 10/07-10/07 | 1 | 1 | 1 | \$650.00 | |
| | | | | Station Remark: V4 pls revise rate to 650. V5 Rate Changed | | | | | | | | |
| | *30 | SU | 11A-1130A | NEWSMAKERS | :30 | \$300.00 | 10/07-10/07 | 1 | 1 | 1 | \$300.00 | |
| | | | | Station Remark: V4 pls revise rate to 300. V5 Rate Changed | | | | | | | | |
| | *31 | TU-F,M | 3P-4P | DEAL | :30 | \$550.00 | 10/02-10/08 | 5 | 1 | 5 | \$2,750.00 | |
| | | | | Station Remark: V4 pls revise rate to 550. V5 Rate Changed | | | | | | | | |
| | *32 | TU-F,M | 4P-430P | NEWS | :30 | \$375.00 | 10/02-10/08 | 6 | 1 | 6 | \$2,250.00 | |
| | | | | Station Remark: V4 pls revise rate to 375. V5 Rate Changed | | | | | | | | |
| | *33 | TU-F,M | 430P-5P | NEWS | :30 | \$375.00 | 10/02-10/08 | 5 | 1 | 5 | \$1,875.00 | |
| | | | | Station Remark: V4 pls revie rate to 375. V5 Rate Changed | | | | | | | | |

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|-----|-----|--------|----------|---|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | *34 | TU-F,M | 5P-530P | NEWS | :30 | \$525.00 | 10/02-10/08 | 6 | 1 | 6 | \$3,150.00 | |
| | | | | V5 Rate Changed, Comment Changed | | | | | | | | |
| | *35 | TU-F,M | 530P-6P | NEWS | :30 | \$600.00 | 10/02-10/08 | 5 | 1 | 5 | \$3,000.00 | |
| | | | | Station Remark: V4 pls revise rate to 600. | | | | | | | | |
| | | | | V5 Rate Changed | | | | | | | | |
| | *36 | TU-F,M | 6P-630P | NEWS | :30 | \$1,200.00 | 10/02-10/08 | 6 | 1 | 6 | \$7,200.00 | |
| | | | | Station Remark: V4 pls revie rate to 1200. | | | | | | | | |
| | | | | V5 Rate Changed | | | | | | | | |
| | *39 | TU-F,M | 7P-730P | INSIDE | :30 | \$1,200.00 | 10/02-10/08 | 5 | 1 | 5 | \$6,000.00 | |
| | | | | Station Remark: V4 pls revies rate to 1200. | | | | | | | | |
| | | | | V5 Rate Changed | | | | | | | | |
| | *40 | TU-F,M | 730P-8P | ET | :30 | \$1,500.00 | 10/02-10/08 | 5 | 1 | 5 | \$7,500.00 | |
| | | | | Station Remark: V4 pls revies rate to 1500. | | | | | | | | |
| | | | | V5 Rate Changed | | | | | | | | |
| | *41 | M | 8P-9P | HIMYM/PARTNERS | :30 | \$3,000.00 | 10/08-10/08 | 1 | 1 | 1 | \$3,000.00 | |
| | | | | Station Remark: V4 pls revise rate to 3000. | | | | | | | | |
| | | | | V5 Rate Changed | | | | | | | | |
| | *42 | TU | 8P-9P | NCIS | :30 | \$4,500.00 | 10/02-10/02 | 1 | 1 | 1 | \$4,500.00 | |
| | | | | Station Remark: V4 pls revie rate to 4500. | | | | | | | | |
| | | | | V5 Rate Changed | | | | | | | | |
| | *44 | W | 830P-10P | PRES DEBATE | :30 | \$7,500.00 | 10/03-10/03 | 1 | 1 | 1 | \$7,500.00 | |
| | | | | V5 More than 2 codes changed | | | | | | | | |
| | *47 | F | 10P-11P | BLUE BLOODS | :30 | \$3,500.00 | 10/05-10/05 | 1 | 1 | 1 | \$3,500.00 | |
| | | | | Sales Remark: V9 OK | | | | | | | | |
| | | | | V5 Rate Changed | | | | | | | | |
| | | | | V9 Comment Changed | | | | | | | | |

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|-----|-----|-----------------|-------------|-----------------------------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | *48 | SA | 9P-10P | CRIMETIME | :30 | \$1,400.00 | 10/06-10/06 | 1 | 1 | 1 | \$1,400.00 | |
| | | Station Remark: | | V4 pls revise rate to 1400. | | | | | | | | |
| | | V5 Rate Changed | | | | | | | | | | |
| | *49 | SU | 7P-8P | 60 MIN | :30 | \$5,000.00 | 10/07-10/07 | 1 | 1 | 1 | \$5,000.00 | |
| | | Station Remark: | | V4 pls revie rate to 5000. | | | | | | | | |
| | | V5 Rate Changed | | | | | | | | | | |
| | *50 | SU | 8P-9P | RACE | :30 | \$5,500.00 | 10/07-10/07 | 1 | 1 | 1 | \$5,500.00 | |
| | | Station Remark: | | V4 pls revie rate to 5500. | | | | | | | | |
| | | V5 Rate Changed | | | | | | | | | | |
| | *51 | SU | 9P-10P | GOOD WIFE | :30 | \$2,400.00 | 10/07-10/07 | 1 | 1 | 1 | \$2,400.00 | |
| | | Station Remark: | | V4 pls revie rate to 2400. | | | | | | | | |
| | | V5 Rate Changed | | | | | | | | | | |
| | *52 | TU-F,M | 11P-1135P | NEWS | :30 | \$1,100.00 | 10/02-10/08 | 5 | 1 | 5 | \$5,500.00 | |
| | | Station Remark: | | V4 pls revies rate to 1100. | | | | | | | | |
| | | V5 Rate Changed | | | | | | | | | | |
| | *53 | SA | 11P-1135P | NEWS | :30 | \$1,100.00 | 10/06-10/06 | 1 | 1 | 1 | \$1,100.00 | |
| | | Station Remark: | | V4 pls revie rate to 1100. | | | | | | | | |
| | | V5 Rate Changed | | | | | | | | | | |
| | *54 | SU | 11P-1135P | NEWS | :30 | \$1,100.00 | 10/07-10/07 | 1 | 1 | 1 | \$1,100.00 | |
| | | Station Remark: | | V4 pls revise rate to 1100. | | | | | | | | |
| | | V5 Rate Changed | | | | | | | | | | |
| | *55 | TU-F,M | 1135P-1235A | LETTERMAN | :30 | \$750.00 | 10/02-10/08 | 2 | 1 | 2 | \$1,500.00 | |
| | | Station Remark: | | V4 pls revise rate to 750. | | | | | | | | |
| | | V5 Rate Changed | | | | | | | | | | |

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| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | *57 | SA | 1205A-105A | CRIM MINDS | :30 | \$175.00 | 10/06-10/06 | 1 | 1 | 1 | \$175.00 | |
| | | Station Remark: V4 pls revise rate to 175. V5 Rate Changed | | | | | | | | | | |
| | *58 | SU | 1135P-1205A | SPORTS | :30 | \$750.00 | 10/07-10/07 | 1 | 1 | 1 | \$750.00 | |
| | | Station Remark: V4 pls revise rate to 750. V5 Rate Changed | | | | | | | | | | |
| | *61 | SU | 1P-4P | BENGALS | :30 | \$9,000.00 | 10/07-10/07 | 1 | 1 | 1 | \$9,000.00 | |
| | | Station Remark: V4 pls revise rate to 9000. V5 Rate Changed | | | | | | | | | | |
| | *62 | SU | 4P-7P | NFL | :30 | \$5,000.00 | 10/07-10/07 | 1 | 1 | 1 | \$5,000.00 | |
| | | Station Remark: V4 pls revise rate to 5000. V5 Rate Changed | | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 152 / \$122,375.00

---SALES MONTHLY TOTALS---

Oct 12: 167 / \$129,375.00

Sales Totals: 167 / \$129,375.00

Station Totals: 167 / \$129,375.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|-----------|------|-----|------|-----|------|----|------|-----|------|-----|
| Market Totals | \$479,167 | CABL | 0% | EKRC | 1% | UNKN | 0% | WBQC | 0% | WCPO | 24% |
| | | WKRC | 27% | WLWT | 29% | WSTR | 2% | WXIX | 17% | | |

Books null
Demos RA35+

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Spot Manager: All, 10/02/12-10/08/12



| Date | Weekday | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE |
|---------------------------------|-----------|-------------|--------|----------|---------|-------------------------|-------------------------|---------------------------|------------|----------|--------|--------|
| Advertiser: Obama/D/President | | | | | | | | | | | | |
| Agency: Greer Margolis Mitchell | | | | | | | | | | | | |
| Station: WKRC-TV | | | | | | | | | | | | |
| Order: 51595 | | | | | | | | | | | | |
| Line: 1 | | | | | | | | | | | | |
| 10/02/12 | Tuesday | 06:55 AM | :30 | \$250.00 | OFA-12- | 5a Good Morn Cincinnati | (5:00:00 AM-5:30:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 1 | MWASH- |
| 10/03/12 | Wednesday | 06:42 AM | :30 | \$250.00 | OFA-12- | 5a Good Morn Cincinnati | (5:00:00 AM-5:30:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 3 | MWASH- |
| 10/04/12 | Thursday | 06:08 AM | :30 | \$250.00 | | 5a Good Morn Cincinnati | (5:00:00 AM-5:30:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 4 | MWASH- |
| 10/05/12 | Friday | 04:57 AM | :30 | \$250.00 | | 5a Good Morn Cincinnati | (5:00:00 AM-5:30:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 2 | MWASH- |
| 10/08/12 | Monday | 05:57 AM | :30 | \$250.00 | | 5a Good Morn Cincinnati | (5:00:00 AM-5:30:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 5 | MWASH- |
| | | | | | | | | | | | 5 | |
| Line: 2 | | | | | | | | | | | | |
| 10/02/12 | Tuesday | 04:45 AM | :30 | \$250.00 | OFA-12- | 5a Good Morn Cincinnati | (5:30:00 AM-6:00:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 4 | MWASH- |
| 10/03/12 | Wednesday | 05:09 AM | :30 | \$250.00 | OFA-12- | 5a Good Morn Cincinnati | (5:30:00 AM-6:00:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 2 | MWASH- |
| 10/04/12 | Thursday | 03:55 AM | :30 | \$250.00 | | 5a Good Morn Cincinnati | (5:30:00 AM-6:00:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 3 | MWASH- |
| 10/05/12 | Friday | 04:37 AM | :30 | \$250.00 | | 5a Good Morn Cincinnati | (5:30:00 AM-6:00:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 5 | MWASH- |
| 10/08/12 | Monday | 04:37 AM | :30 | \$250.00 | | 5a Good Morn Cincinnati | (5:30:00 AM-6:00:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 1 | MWASH- |
| | | | | | | | | | | | 5 | |
| Line: 3 | | | | | | | | | | | | |
| 10/02/12 | Tuesday | 02:44 AM | :30 | \$325.00 | OFA-12- | 6a Good Morn Cincinnati | (6:00:00 AM-6:30:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 2 | MWASH- |
| 10/03/12 | Wednesday | 01:58 AM | :30 | \$325.00 | OFA-12- | 6a Good Morn Cincinnati | (6:00:00 AM-6:30:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 1 | MWASH- |
| 10/04/12 | Thursday | 02:44 AM | :30 | \$325.00 | | 6a Good Morn Cincinnati | (6:00:00 AM-6:30:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 4 | MWASH- |
| 10/05/12 | Friday | 05:41 AM | :30 | \$325.00 | | 6a Good Morn Cincinnati | (6:00:00 AM-6:30:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 5 | MWASH- |
| 10/08/12 | Monday | 04:26 AM | :30 | \$325.00 | | 6a Good Morn Cincinnati | (6:00:00 AM-6:30:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 3 | MWASH- |
| | | | | | | | | | | | 5 | |
| Line: 4 | | | | | | | | | | | | |
| 10/02/12 | Tuesday | 03:50 AM | :30 | \$325.00 | OFA-12- | 6a Good Morn Cincinnati | (6:30:00 AM-7:00:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 3 | MWASH- |
| 10/03/12 | Wednesday | 04:21 AM | :30 | \$325.00 | OFA-12- | 6a Good Morn Cincinnati | (6:30:00 AM-7:00:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 1 | MWASH- |
| 10/04/12 | Thursday | 05:25 AM | :30 | \$325.00 | | 6a Good Morn Cincinnati | (6:30:00 AM-7:00:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 5 | MWASH- |
| 10/05/12 | Friday | 04:16 AM | :30 | \$325.00 | | 6a Good Morn Cincinnati | (6:30:00 AM-7:00:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 4 | MWASH- |
| 10/08/12 | Monday | 04:36 AM | :30 | \$325.00 | | 6a Good Morn Cincinnati | (6:30:00 AM-7:00:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 2 | MWASH- |
| | | | | | | | | | | | 5 | |
| Line: 5 | | | | | | | | | | | | |
| 10/02/12 | Tuesday | 07:29:26 AM | :30 | \$190.00 | OFA-12- | CBS This Morning | (7:00:00 AM-7:30:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 3 | MWASH- |
| 10/03/12 | Wednesday | 07:29:26 AM | :30 | \$190.00 | OFA-12- | CBS This Morning | (7:00:00 AM-7:30:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 4 | MWASH- |
| 10/04/12 | Thursday | 07:29:26 AM | :30 | \$190.00 | | CBS This Morning | (7:00:00 AM-7:30:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 2 | MWASH- |
| 10/05/12 | Friday | 05:58:25 AM | :30 | \$190.00 | | CBS This Morning | (7:00:00 AM-7:30:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 5 | MWASH- |
| 10/08/12 | Monday | 05:59:25 AM | :30 | \$190.00 | | CBS This Morning | (7:00:00 AM-7:30:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 1 | MWASH- |
| | | | | | | | | | | | 5 | |
| Line: 6 | | | | | | | | | | | | |
| 10/02/12 | Tuesday | 07:58:56 AM | :30 | \$190.00 | OFA-12- | CBS This Morning | (7:30:00 AM-8:00:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 1 | MWASH- |
| 10/03/12 | Wednesday | 07:58:56 AM | :30 | \$190.00 | OFA-12- | CBS This Morning | (7:30:00 AM-8:00:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 3 | MWASH- |
| 10/04/12 | Thursday | 07:58:56 AM | :30 | \$190.00 | | CBS This Morning | (7:30:00 AM-8:00:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 4 | MWASH- |
| 10/05/12 | Friday | 07:49:21 AM | :30 | \$190.00 | | CBS This Morning | (7:30:00 AM-8:00:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 5 | MWASH- |
| 10/08/12 | Monday | 07:59:26 AM | :30 | \$190.00 | | CBS This Morning | (7:30:00 AM-8:00:00 AM) | A OBAMA 4 AMERICA *A *a | | P-3 | 2 | MWASH- |

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/02/12-10/08/12



| Date | Weekday | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE |
|------|---------|----------|--------|------|-------|--------------------|-------------|---------------------------|------------|----------|--------|----|
|------|---------|----------|--------|------|-------|--------------------|-------------|---------------------------|------------|----------|--------|----|

Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 51595

Line: 6

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|--|--|--|--|----------|--|--|--|--|--|--|---|--|
| | | | | \$950.00 | | | | | | | 5 | |
|--|--|--|--|----------|--|--|--|--|--|--|---|--|

Line: 7

| | | | | | | | | | | | | |
|----------|-----------|------------|-----|----------|---------|------------------|-----------------------|-----------------------|-----|--|---|-------|
| 10/02/12 | Tuesday | 3:23:45 AM | :30 | \$190.00 | OFA-12- | CBS This Morning | (8:00:00 AM-8:30:00 A | OBAMA 4 AMERICA *A *a | P-3 | | 5 | MWASH |
| 10/03/12 | Wednesday | 3:19:00 AM | :30 | \$190.00 | OFA-12- | CBS This Morning | (8:00:00 AM-8:30:00 A | OBAMA 4 AMERICA *A *a | P-3 | | 2 | MWASH |
| 10/04/12 | Thursday | 3:18:30 AM | :30 | \$190.00 | | CBS This Morning | (8:00:00 AM-8:30:00 A | OBAMA 4 AMERICA *A *a | P-3 | | 3 | MWASH |
| 10/05/12 | Friday | 3:23:00 AM | :30 | \$190.00 | | CBS This Morning | (8:00:00 AM-8:30:00 A | OBAMA 4 AMERICA *A *a | P-3 | | 1 | MWASH |
| 10/08/12 | Monday | 3:11:30 AM | :30 | \$190.00 | | CBS This Morning | (8:00:00 AM-8:30:00 A | OBAMA 4 AMERICA *A *a | P-3 | | 4 | MWASH |

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|--|--|--|--|----------|--|--|--|--|--|--|---|--|
| | | | | \$950.00 | | | | | | | 5 | |
|--|--|--|--|----------|--|--|--|--|--|--|---|--|

Line: 8

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|----------|-----------|------------|-----|----------|---------|------------------|-----------------------|-----------------------|-----|--|---|-------|
| 10/02/12 | Tuesday | 3:54:00 AM | :30 | \$190.00 | OFA-12- | CBS This Morning | (8:30:00 AM-9:00:00 A | OBAMA 4 AMERICA *A *a | P-3 | | 4 | MWASH |
| 10/03/12 | Wednesday | 3:45:25 AM | :30 | \$190.00 | OFA-12- | CBS This Morning | (8:30:00 AM-9:00:00 A | OBAMA 4 AMERICA *A *a | P-3 | | 5 | MWASH |
| 10/04/12 | Thursday | 3:53:00 AM | :30 | \$190.00 | | CBS This Morning | (8:30:00 AM-9:00:00 A | OBAMA 4 AMERICA *A *a | P-3 | | 3 | MWASH |
| 10/05/12 | Friday | 3:59:11 AM | :30 | \$190.00 | | CBS This Morning | (8:30:00 AM-9:00:00 A | OBAMA 4 AMERICA *A *a | P-3 | | 2 | MWASH |
| 10/08/12 | Monday | 3:54:00 AM | :30 | \$190.00 | | CBS This Morning | (8:30:00 AM-9:00:00 A | OBAMA 4 AMERICA *A *a | P-3 | | 1 | MWASH |

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|--|--|--|--|----------|--|--|--|--|--|--|---|--|
| | | | | \$950.00 | | | | | | | 5 | |
|--|--|--|--|----------|--|--|--|--|--|--|---|--|

Line: 9

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|----------|-----------|------------|-----|---------|---------|-------------|-----------------|-----------------------|-----|--|---|-------|
| 10/02/12 | Tuesday | 4:53:24 XM | :30 | \$30.00 | OFA-12- | 430-5a News | 4:30 XM-4:59 XM | OBAMA 4 AMERICA *A *a | P-4 | | 4 | MWASH |
| 10/03/12 | Wednesday | 4:36:12 XM | :30 | \$30.00 | OFA-12- | 430-5a News | 4:30 XM-4:59 XM | OBAMA 4 AMERICA *A *a | P-4 | | 2 | MWASH |
| 10/04/12 | Thursday | 4:30:21 XM | :30 | \$30.00 | | 430-5a News | 4:30 XM-4:59 XM | OBAMA 4 AMERICA *A *a | P-4 | | 3 | MWASH |
| 10/07/12 | Sunday | 4:52:24 XM | :30 | \$30.00 | | 430-5a News | 4:30 XM-4:59 XM | OBAMA 4 AMERICA *A *a | P-4 | | 5 | MWASH |
| 10/08/12 | Monday | 4:44:33 XM | :30 | \$30.00 | | 430-5a News | 4:30 XM-4:59 XM | OBAMA 4 AMERICA *A *a | P-4 | | 1 | MWASH |

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|--|--|--|--|----------|--|--|--|--|--|--|---|--|
| | | | | \$150.00 | | | | | | | 5 | |
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Line: 10

| | | | | | | | | | | | | |
|----------|----------|------------|-----|----------|--|-----------------------|----------------------|-----------------------|-----|--|---|-------|
| 10/06/12 | Saturday | 6:14:41 AM | :30 | \$150.00 | | 6a-8a Local 12 News S | 6:00:00 AM-6:30:00 A | OBAMA 4 AMERICA *A *a | P-3 | | 1 | MWASH |
|----------|----------|------------|-----|----------|--|-----------------------|----------------------|-----------------------|-----|--|---|-------|

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| | | | | \$150.00 | | | | | | | 1 | |
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Line: 11

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|----------|----------|------------|-----|----------|--|-----------------------|----------------------|-----------------------|-----|--|---|-------|
| 10/06/12 | Saturday | 7:50:03 AM | :30 | \$150.00 | | 6a-8a Local 12 News S | 6:30:00 AM-7:00:00 A | OBAMA 4 AMERICA *A *a | P-3 | | 1 | MWASH |
|----------|----------|------------|-----|----------|--|-----------------------|----------------------|-----------------------|-----|--|---|-------|

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| | | | | \$150.00 | | | | | | | 1 | |
|--|--|--|--|----------|--|--|--|--|--|--|---|--|

Line: 12

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|----------|----------|------------|-----|----------|--|-----------------------|----------------------|-----------------------|-----|--|---|-------|
| 10/06/12 | Saturday | 7:14:11 AM | :30 | \$150.00 | | 6a-8a Local 12 News S | 7:00:00 AM-7:30:00 A | OBAMA 4 AMERICA *A *a | P-3 | | 1 | MWASH |
|----------|----------|------------|-----|----------|--|-----------------------|----------------------|-----------------------|-----|--|---|-------|

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| | | | | \$150.00 | | | | | | | 1 | |
|--|--|--|--|----------|--|--|--|--|--|--|---|--|

Line: 13

| | | | | | | | | | | | | |
|----------|----------|------------|-----|----------|--|-----------------------|----------------------|-----------------------|-----|--|---|-------|
| 10/06/12 | Saturday | 7:39:15 AM | :30 | \$150.00 | | 6a-8a Local 12 News S | 7:30:00 AM-8:00:00 A | OBAMA 4 AMERICA *A *a | P-3 | | 1 | MWASH |
|----------|----------|------------|-----|----------|--|-----------------------|----------------------|-----------------------|-----|--|---|-------|

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| | | | | \$150.00 | | | | | | | 1 | |
|--|--|--|--|----------|--|--|--|--|--|--|---|--|

Line: 14

| | | | | | | | | | | | | |
|----------|----------|------------|-----|----------|--|-----------------------|----------------------|-----------------------|-----|--|---|-------|
| 10/06/12 | Saturday | 8:23:54 AM | :30 | \$425.00 | | CBS This Morning Satu | 8:00:00 AM-8:30:00 A | OBAMA 4 AMERICA *A *a | P-2 | | 1 | MWASH |
|----------|----------|------------|-----|----------|--|-----------------------|----------------------|-----------------------|-----|--|---|-------|

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|--|--|--|--|----------|--|--|--|--|--|--|---|--|
| | | | | \$425.00 | | | | | | | 1 | |
|--|--|--|--|----------|--|--|--|--|--|--|---|--|

Line: 15

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/02/12-10/08/12



| Date | Weekday | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE |
|---------------------------------|-----------|-------------|--------|----------|-------------------------------|----------------------|-----------------------|---------------------------|------------|----------|--------|-------|
| Advertiser: Obama/D/President | | | | | | | | | | | | |
| Agency: Greer Margolis Mitchell | | | | | | | | | | | | |
| Station: WKRC-TV | | | | | | | | | | | | |
| Order: 51595 | | | | | | | | | | | | |
| Line: 15 | | | | | | | | | | | | |
| 10/06/12 | Saturday | 3:40:15 AM | :30 | \$425.00 | | CBS This Morning Sat | (8:30:00 AM-9:00:00 A | OBAMA 4 AMERICA *A *a | | P-2 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 16 | | | | | | | | | | | | |
| 10/06/12 | Saturday | 3:03:38 AM | :30 | \$425.00 | | CBS This Morning Sat | (9:00:00 AM-9:30:00 A | OBAMA 4 AMERICA *A *a | | P-2 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 17 | | | | | | | | | | | | |
| 10/07/12 | Sunday | 4:30:21 XM | :30 | \$25.00 | | 430-5a News | 4:30 XM-4:59 XM | OBAMA 4 AMERICA *A *a | | P-4 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 18 | | | | | | | | | | | | |
| 10/02/12 | Tuesday | 9:25:00 AM | :30 | \$150.00 | OFA-12- M-F 9a-10a | | 9:00 AM-10:00 AM | OBAMA 4 AMERICA *A *a | | P-3 | 1 | MWASH |
| 10/03/12 | Wednesday | 9:33:50 AM | :30 | \$150.00 | OFA-12- M-F 9a-10a | | 9:00 AM-10:00 AM | OBAMA 4 AMERICA *A *a | | P-3 | 4 | MWASH |
| 10/04/12 | Thursday | 9:58:26 AM | :30 | \$150.00 | M-F 9a-10a | | 9:00 AM-10:00 AM | OBAMA 4 AMERICA *A *a | | P-3 | 3 | MWASH |
| 10/05/12 | Friday | 9:25:00 AM | :30 | \$150.00 | M-F 9a-10a | | 9:00 AM-10:00 AM | OBAMA 4 AMERICA *A *a | | P-3 | 5 | MWASH |
| 10/08/12 | Monday | 9:24:30 AM | :30 | \$150.00 | M-F 9a-10a | | 9:00 AM-10:00 AM | OBAMA 4 AMERICA *A *a | | P-3 | 2 | MWASH |
| | | | | | | | | | | | 5 | |
| Line: 19 | | | | | | | | | | | | |
| 10/02/12 | Tuesday | 10:15:55 AM | :30 | \$150.00 | OFA-12- M-F 10a-11a | | 10:00 AM-11:00 AM | OBAMA 4 AMERICA *A *a | | P-3 | 2 | MWASH |
| 10/03/12 | Wednesday | 10:41:30 AM | :30 | \$150.00 | OFA-12- M-F 10a-11a | | 10:00 AM-11:00 AM | OBAMA 4 AMERICA *A *a | | P-3 | 1 | MWASH |
| 10/04/12 | Thursday | 10:32:20 AM | :30 | \$150.00 | M-F 10a-11a | | 10:00 AM-11:00 AM | OBAMA 4 AMERICA *A *a | | P-3 | 5 | MWASH |
| 10/05/12 | Friday | 10:14:40 AM | :30 | \$150.00 | M-F 10a-11a | | 10:00 AM-11:00 AM | OBAMA 4 AMERICA *A *a | | P-3 | 4 | MWASH |
| 10/08/12 | Monday | 10:33:05 AM | :30 | \$150.00 | M-F 10a-11a | | 10:00 AM-11:00 AM | OBAMA 4 AMERICA *A *a | | P-3 | 3 | MWASH |
| | | | | | | | | | | | 5 | |
| Line: 20 | | | | | | | | | | | | |
| 10/02/12 | Tuesday | 11:29:26 AM | :30 | \$650.00 | OFA-12- The Price is Right | | 11:00 AM-12:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 5 | MWASH |
| 10/03/12 | Wednesday | 11:58:26 AM | :30 | \$650.00 | OFA-12- The Price is Right | | 11:00 AM-12:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 3 | MWASH |
| 10/04/12 | Thursday | 11:29:11 AM | :30 | \$650.00 | The Price is Right | | 11:00 AM-12:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 2 | MWASH |
| 10/05/12 | Friday | 11:58:26 AM | :30 | \$650.00 | The Price is Right | | 11:00 AM-12:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 1 | MWASH |
| 10/08/12 | Monday | 11:59:26 AM | :30 | \$650.00 | The Price is Right | | 11:00 AM-12:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 4 | MWASH |
| | | | | | | | | | | | 5 | |
| Line: 21 | | | | | | | | | | | | |
| 10/02/12 | Tuesday | 12:22:18 PM | :30 | \$350.00 | OFA-12- Local 12 News at Noon | | 12:00 PM-12:30 PM | OBAMA 4 AMERICA *A *a | | P-3 | 3 | MWASH |
| 10/03/12 | Wednesday | 12:03:31 PM | :30 | \$350.00 | OFA-12- Local 12 News at Noon | | 12:00 PM-12:30 PM | OBAMA 4 AMERICA *A *a | | P-3 | 5 | MWASH |
| 10/04/12 | Thursday | 12:09:29 PM | :30 | \$350.00 | Local 12 News at Noon | | 12:00 PM-12:30 PM | OBAMA 4 AMERICA *A *a | | P-3 | 4 | MWASH |
| 10/05/12 | Friday | 12:27:26 PM | :30 | \$350.00 | Local 12 News at Noon | | 12:00 PM-12:30 PM | OBAMA 4 AMERICA *A *a | | P-3 | 2 | MWASH |
| 10/08/12 | Monday | 12:15:53 PM | :30 | \$350.00 | Local 12 News at Noon | | 12:00 PM-12:30 PM | OBAMA 4 AMERICA *A *a | | P-3 | 1 | MWASH |
| | | | | | | | | | | | 5 | |
| Line: 22 | | | | | | | | | | | | |
| 10/02/12 | Tuesday | 12:58:56 PM | :30 | \$650.00 | OFA-12- Young & the Restless | | 12:30 PM-1:30 PM | OBAMA 4 AMERICA *A *a | | P-2 | 3 | MWASH |
| 10/03/12 | Wednesday | 12:58:56 PM | :30 | \$650.00 | OFA-12- Young & the Restless | | 12:30 PM-1:30 PM | OBAMA 4 AMERICA *A *a | | P-2 | 2 | MWASH |

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/02/12-10/08/12



| Date | Weekday | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE |
|--|-----------|-------------|--------|----------|---------|------------------------|-----------------------|---------------------------|------------|----------|---------|----|
| Advertiser: Obama/D/President | | | | | | | | | | | | |
| Agency: Greer Margolis Mitchell | | | | | | | | | | | | |
| Station: WKRC-TV | | | | | | | | | | | | |
| Order: 51595 | | | | | | | | | | | | |
| Line: 22 | | | | | | | | | | | | |
| 10/04/12 | Thursday | 2:58:41 PM | :30 | \$650.00 | | Young & the Restless | 12:30 PM-1:30 PM | OBAMA 4 AMERICA *A *a | | P-2 | 5 MWASH | |
| 10/05/12 | Friday | | :30 | \$650.00 | | Young & the Restless | 12:30 PM-1:30 PM | OBAMA 4 AMERICA *A *a | | P-2 | 4 MWASH | |
| 10/08/12 | Monday | 2:58:41 PM | :30 | \$650.00 | | Young & the Restless | 12:30 PM-1:30 PM | OBAMA 4 AMERICA *A *a | | P-2 | 1 MWASH | |
| | | | | | | | | | | | 5 | |
| Line: 23 | | | | | | | | | | | | |
| 10/02/12 | Tuesday | 1:28:41 PM | :30 | \$650.00 | OFA-12- | Bold & the Beautiful | 1:30 PM-2:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 1 MWASH | |
| 10/03/12 | Wednesday | 1:29:21 PM | :30 | \$650.00 | OFA-12- | Bold & the Beautiful | 1:30 PM-2:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 5 MWASH | |
| 10/04/12 | Thursday | 1:28:41 PM | :30 | \$650.00 | | Bold & the Beautiful | 1:30 PM-2:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 4 MWASH | |
| 10/05/12 | Friday | | :30 | \$650.00 | | Bold & the Beautiful | 1:30 PM-2:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 3 MWASH | |
| 10/08/12 | Monday | 1:28:56 PM | :30 | \$650.00 | | Bold & the Beautiful | 1:30 PM-2:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 2 MWASH | |
| | | | | | | | | | | | 5 | |
| Line: 24 | | | | | | | | | | | | |
| 10/02/12 | Tuesday | 2:28:56 PM | :30 | \$550.00 | OFA-12- | The Talk | 2:00 PM-3:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 3 MWASH | |
| 10/03/12 | Wednesday | 2:59:11 PM | :30 | \$550.00 | OFA-12- | The Talk | 2:00 PM-3:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 1 MWASH | |
| 10/04/12 | Thursday | 2:59:11 PM | :30 | \$550.00 | | The Talk | 2:00 PM-3:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 2 MWASH | |
| 10/05/12 | Friday | 2:28:41 PM | :30 | \$550.00 | | The Talk | 2:00 PM-3:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 5 MWASH | |
| 10/08/12 | Monday | 2:28:41 PM | :30 | \$550.00 | | The Talk | 2:00 PM-3:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 4 MWASH | |
| | | | | | | | | | | | 5 | |
| Line: 25 | | | | | | | | | | | | |
| 10/06/12 | Saturday | 9:59:26 AM | :30 | \$900.00 | | CBS This Morning Satur | (9:30:00 AM-10:00:00 | OBAMA 4 AMERICA *A *a | | P-2 | 1 MWASH | |
| | | | | | | | | | | | 1 | |
| Line: 26 | | | | | | | | | | | | |
| 10/07/12 | Sunday | 9:17:00 AM | :30 | \$900.00 | | CBS Sun Morning | (9:00:00 AM-9:30:00 A | OBAMA 4 AMERICA *A *a | | P-2 | 1 MWASH | |
| | | | | | | | | | | | 1 | |
| Line: 27 | | | | | | | | | | | | |
| 10/07/12 | Sunday | 9:35:30 AM | :30 | \$900.00 | | CBS Sun Morning | (9:30:00 AM-10:00:00 | OBAMA 4 AMERICA *A *a | | P-2 | 1 MWASH | |
| | | | | | | | | | | | 1 | |
| Line: 28 | | | | | | | | | | | | |
| 10/07/12 | Sunday | 10:28:56 AM | :30 | \$900.00 | | CBS Sun Morning | (10:00:00 AM-10:30:00 | OBAMA 4 AMERICA *A *a | | P-2 | 1 MWASH | |
| | | | | | | | | | | | 1 | |
| Line: 29 | | | | | | | | | | | | |
| 10/07/12 | Sunday | 10:58:46 AM | :30 | \$650.00 | | Face the Nation | 10:30 AM-11:00 AM | OBAMA 4 AMERICA *A *a | | P-2 | 1 MWASH | |
| | | | | | | | | | | | 1 | |
| Line: 30 | | | | | | | | | | | | |
| 10/07/12 | Sunday | 11:14:58 AM | :30 | \$300.00 | | Newsmakers | 11:00 AM-11:30 AM | OBAMA 4 AMERICA *A *a | | P-3 | 1 MWASH | |
| | | | | | | | | | | | 1 | |
| Line: 31 | | | | | | | | | | | | |
| 10/02/12 | Tuesday | 3:28:36 PM | :30 | \$550.00 | OFA-12- | Let's Make a Deal | 3:00 PM-4:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 1 MWASH | |

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/02/12-10/08/12



| Date | Weekday | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE |
|---------------------------------|-----------|------------|--------|------------|---------|---|------------------------|---------------------------|------------|----------|--------|--------|
| Advertiser: Obama/D/President | | | | | | | | | | | | |
| Agency: Greer Margolis Mitchell | | | | | | | | | | | | |
| Station: WKRC-TV | | | | | | | | | | | | |
| Order: 51595 | | | | | | | | | | | | |
| Line: 31 | | | | | | | | | | | | |
| 10/03/12 | Wednesday | 5:58:47 PM | :30 | \$550.00 | OFA-12- | Let's Make a Deal | 3:00 PM-4:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 2 | MWASH- |
| 10/04/12 | Thursday | 5:28:36 PM | :30 | \$550.00 | | Let's Make a Deal | 3:00 PM-4:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 5 | MWASH- |
| 10/05/12 | Friday | 5:58:32 PM | :30 | \$550.00 | | Let's Make a Deal | 3:00 PM-4:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 4 | MWASH- |
| 10/08/12 | Monday | 5:29:16 PM | :30 | \$550.00 | | Let's Make a Deal | 3:00 PM-4:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 3 | MWASH- |
| | | | | | | | | | | | 5 | |
| Line: 32 | | | | | | | | | | | | |
| 10/02/12 | Tuesday | 1:27:21 PM | :30 | \$375.00 | OFA-12- | 4p Local 12 News at Fo (4:00:00 PM-4:30:00 PM) | POBAMA 4 AMERICA *A *a | | | P-3 | 1 | MWASH- |
| 10/02/12 | Tuesday | 1:05:21 PM | :30 | \$375.00 | OFA-12- | 4p Local 12 News at Fo (4:00:00 PM-4:30:00 PM) | POBAMA 4 AMERICA *A *a | | | P-3 | 6 | MWASH- |
| 10/03/12 | Wednesday | 1:28:41 PM | :30 | \$375.00 | OFA-12- | 4p Local 12 News at Fo (4:00:00 PM-4:30:00 PM) | POBAMA 4 AMERICA *A *a | | | P-3 | 2 | MWASH- |
| 10/04/12 | Thursday | 1:19:56 PM | :30 | \$375.00 | | 4p Local 12 News at Fo (4:00:00 PM-4:30:00 PM) | POBAMA 4 AMERICA *A *a | | | P-3 | 3 | MWASH- |
| 10/05/12 | Friday | 1:20:36 PM | :30 | \$375.00 | | 4p Local 12 News at Fo (4:00:00 PM-4:30:00 PM) | POBAMA 4 AMERICA *A *a | | | P-3 | 4 | MWASH- |
| 10/08/12 | Monday | 1:27:51 PM | :30 | \$375.00 | | 4p Local 12 News at Fo (4:00:00 PM-4:30:00 PM) | POBAMA 4 AMERICA *A *a | | | P-3 | 5 | MWASH- |
| | | | | | | | | | | | 6 | |
| Line: 33 | | | | | | | | | | | | |
| 10/02/12 | Tuesday | 1:43:21 PM | :30 | \$375.00 | OFA-12- | 4p Local 12 News at Fo (4:30:00 PM-5:00:00 PM) | POBAMA 4 AMERICA *A *a | | | P-3 | 4 | MWASH- |
| 10/03/12 | Wednesday | 1:51:06 PM | :30 | \$375.00 | OFA-12- | 4p Local 12 News at Fo (4:30:00 PM-5:00:00 PM) | POBAMA 4 AMERICA *A *a | | | P-3 | 1 | MWASH- |
| 10/04/12 | Thursday | 1:36:36 PM | :30 | \$375.00 | | 4p Local 12 News at Fo (4:30:00 PM-5:00:00 PM) | POBAMA 4 AMERICA *A *a | | | P-3 | 5 | MWASH- |
| 10/05/12 | Friday | 1:50:21 PM | :30 | \$375.00 | | 4p Local 12 News at Fo (4:30:00 PM-5:00:00 PM) | POBAMA 4 AMERICA *A *a | | | P-3 | 2 | MWASH- |
| 10/08/12 | Monday | 1:50:26 PM | :30 | \$375.00 | | 4p Local 12 News at Fo (4:30:00 PM-5:00:00 PM) | POBAMA 4 AMERICA *A *a | | | P-3 | 3 | MWASH- |
| | | | | | | | | | | | 5 | |
| Line: 34 | | | | | | | | | | | | |
| 10/02/12 | Tuesday | 5:12:05 PM | :30 | \$525.00 | OFA-12- | 5p Local 12 News at Fiv (5:00:00 PM-5:30:00 PM) | POBAMA 4 AMERICA *A *a | | | P-3 | 1 | MWASH- |
| 10/03/12 | Wednesday | 5:19:02 PM | :30 | \$525.00 | OFA-12- | 5p Local 12 News at Fiv (5:00:00 PM-5:30:00 PM) | POBAMA 4 AMERICA *A *a | | | P-3 | 2 | MWASH- |
| 10/04/12 | Thursday | 5:04:23 PM | :30 | \$525.00 | | 5p Local 12 News at Fiv (5:00:00 PM-5:30:00 PM) | POBAMA 4 AMERICA *A *a | | | P-3 | 3 | MWASH- |
| 10/05/12 | Friday | 5:20:02 PM | :30 | \$525.00 | | 5p Local 12 News at Fiv (5:00:00 PM-5:30:00 PM) | POBAMA 4 AMERICA *A *a | | | P-3 | 4 | MWASH- |
| 10/08/12 | Monday | 5:12:05 PM | :30 | \$525.00 | | 5p Local 12 News at Fiv (5:00:00 PM-5:30:00 PM) | POBAMA 4 AMERICA *A *a | | | P-3 | 6 | MWASH- |
| 10/08/12 | Monday | 5:50:56 PM | :30 | \$525.00 | | 5p Local 12 News at Fiv (5:00:00 PM-5:30:00 PM) | POBAMA 4 AMERICA *A *a | | | P-3 | 5 | MWASH- |
| | | | | | | | | | | | 6 | |
| Line: 35 | | | | | | | | | | | | |
| 10/02/12 | Tuesday | 5:56:21 PM | :30 | \$600.00 | OFA-12- | 5p Local 12 News at Fiv (5:30:00 PM-6:00:00 PM) | POBAMA 4 AMERICA *A *a | | | P-3 | 3 | MWASH- |
| 10/03/12 | Wednesday | 5:41:52 PM | :30 | \$600.00 | OFA-12- | 5p Local 12 News at Fiv (5:30:00 PM-6:00:00 PM) | POBAMA 4 AMERICA *A *a | | | P-3 | 2 | MWASH- |
| 10/04/12 | Thursday | 5:34:16 PM | :30 | \$600.00 | | 5p Local 12 News at Fiv (5:30:00 PM-6:00:00 PM) | POBAMA 4 AMERICA *A *a | | | P-3 | 4 | MWASH- |
| 10/05/12 | Friday | 5:57:21 PM | :30 | \$600.00 | | 5p Local 12 News at Fiv (5:30:00 PM-6:00:00 PM) | POBAMA 4 AMERICA *A *a | | | P-3 | 5 | MWASH- |
| 10/08/12 | Monday | 5:50:18 PM | :30 | \$600.00 | | 5p Local 12 News at Fiv (5:30:00 PM-6:00:00 PM) | POBAMA 4 AMERICA *A *a | | | P-3 | 1 | MWASH- |
| | | | | | | | | | | | 5 | |
| Line: 36 | | | | | | | | | | | | |
| 10/02/12 | Tuesday | 5:19:47 PM | :30 | \$1,200.00 | OFA-12- | 6p Local 12 News at Six (6:00 PM-6:30 PM) | OBAMA 4 AMERICA *A *a | | | P-2 | 1 | MWASH- |
| 10/03/12 | Wednesday | 5:05:19 PM | :30 | \$1,200.00 | OFA-12- | 6p Local 12 News at Six (6:00 PM-6:30 PM) | OBAMA 4 AMERICA *A *a | | | P-2 | 2 | MWASH- |
| 10/03/12 | Wednesday | 5:28:16 PM | :30 | \$1,200.00 | OFA-12- | 6p Local 12 News at Six (6:00 PM-6:30 PM) | OBAMA 4 AMERICA *A *a | | | P-2 | 6 | MWASH- |
| 10/04/12 | Thursday | 5:11:38 PM | :30 | \$1,200.00 | | 6p Local 12 News at Six (6:00 PM-6:30 PM) | OBAMA 4 AMERICA *A *a | | | P-2 | 3 | MWASH- |

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/02/12-10/08/12



| Date | Weekday | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE |
|---------------------------------|-----------|-------------|--------|------------|---------|-------------------------|----------------------|---------------------------|------------|----------|--------|-------|
| Advertiser: Obama/D/President | | | | | | | | | | | | |
| Agency: Greer Margolis Mitchell | | | | | | | | | | | | |
| Station: WKRC-TV | | | | | | | | | | | | |
| Order: 51595 | | | | | | | | | | | | |
| Line: 36 | | | | | | | | | | | | |
| 10/05/12 | Friday | 04:44 PM | :30 | \$1,200.00 | | 6p Local 12 News at Six | 6:00 PM-6:30 PM | OBAMA 4 AMERICA *A *a | | P-2 | 4 | MWASH |
| 10/08/12 | Monday | 02:02 PM | :30 | \$1,200.00 | | 6p Local 12 News at Six | 6:00 PM-6:30 PM | OBAMA 4 AMERICA *A *a | | P-2 | 5 | MWASH |
| | | | | | | | | | | | 6 | |
| Line: 37 | | | | | | | | | | | | |
| 10/06/12 | Saturday | | :30 | \$400.00 | | 6pm Local 12 News Sat | 6:00 PM-6:30 PM | OBAMA 4 AMERICA *A *a | | P-4 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 38 | | | | | | | | | | | | |
| 10/07/12 | Sunday | | :30 | \$325.00 | | 630p Local 12 News Su | 6:30 PM-7:00 PM | OBAMA 4 AMERICA *A *a | | P-4 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 39 | | | | | | | | | | | | |
| 10/02/12 | Tuesday | 11:12 PM | :30 | \$1,200.00 | OFA-12- | M-F 7p-730p | 7:00 PM-7:30 PM | OBAMA 4 AMERICA *A *a | | P-2 | 2 | MWASH |
| 10/03/12 | Wednesday | 10:57 PM | :30 | \$1,200.00 | OFA-12- | M-F 7p-730p | 7:00 PM-7:30 PM | OBAMA 4 AMERICA *A *a | | P-2 | 4 | MWASH |
| 10/04/12 | Thursday | 11:22:29 PM | :30 | \$1,200.00 | | M-F 7p-730p | 7:00 PM-7:30 PM | OBAMA 4 AMERICA *A *a | | P-2 | 3 | MWASH |
| 10/05/12 | Friday | 11:03:56 PM | :30 | \$1,200.00 | | M-F 7p-730p | 7:00 PM-7:30 PM | OBAMA 4 AMERICA *A *a | | P-2 | 5 | MWASH |
| 10/08/12 | Monday | 11:28:34 PM | :30 | \$1,200.00 | | M-F 7p-730p | 7:00 PM-7:30 PM | OBAMA 4 AMERICA *A *a | | P-2 | 1 | MWASH |
| | | | | | | | | | | | 5 | |
| Line: 40 | | | | | | | | | | | | |
| 10/02/12 | Tuesday | 11:43:22 PM | :30 | \$1,500.00 | OFA-12- | M-F 730p-8p | 7:30 PM-8:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 2 | MWASH |
| 10/03/12 | Wednesday | 11:36:00 PM | :30 | \$1,500.00 | OFA-12- | M-F 730p-8p | 7:30 PM-8:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 3 | MWASH |
| 10/04/12 | Thursday | 11:51:29 PM | :30 | \$1,500.00 | | M-F 730p-8p | 7:30 PM-8:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 5 | MWASH |
| 10/05/12 | Friday | 11:35:00 PM | :30 | \$1,500.00 | | M-F 730p-8p | 7:30 PM-8:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 4 | MWASH |
| 10/08/12 | Monday | 11:43:20 PM | :30 | \$1,500.00 | | M-F 730p-8p | 7:30 PM-8:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 1 | MWASH |
| | | | | | | | | | | | 5 | |
| Line: 41 | | | | | | | | | | | | |
| 10/08/12 | Monday | 11:44:28 PM | :30 | \$3,000.00 | | Mon Reg 1 | 8:00 PM-9:00 PM | OBAMA 4 AMERICA *A *a | | P-3 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 42 | | | | | | | | | | | | |
| 10/02/12 | Tuesday | 11:18:57 PM | :30 | \$4,500.00 | OFA-12- | Tue Reg 1 | 8:00 PM-9:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 43 | | | | | | | | | | | | |
| 10/02/12 | Tuesday | 11:29:15 PM | :30 | \$1,600.00 | OFA-12- | Tue Reg 3 | 10:00 PM-11:00 PM | OBAMA 4 AMERICA *A *a | | P-4 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 44 | | | | | | | | | | | | |
| 10/03/12 | Wednesday | 11:58:23 PM | :30 | \$7,500.00 | OFA-12- | Wed Spec | (8:30:00 PM-10:00:00 | OBAMA 4 AMERICA *A *a | | P-2 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 45 | | | | | | | | | | | | |
| 10/04/12 | Thursday | 11:43:10 PM | :30 | \$2,000.00 | | Thu Reg 3 | 10:00 PM-11:00 PM | OBAMA 4 AMERICA *A *a | | P-4 | 1 | MWASH |
| | | | | | | | | | | | 1 | |

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/02/12-10/08/12



| Date | Weekday | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE |
|---------------------------------|-----------|------------|--------|------------|---------|---|----------------------|---------------------------|------------|----------|--------|--------|
| Advertiser: Obama/D/President | | | | | | | | | | | | |
| Agency: Greer Margolis Mitchell | | | | | | | | | | | | |
| Station: WKRC-TV | | | | | | | | | | | | |
| Order: 51595 | | | | | | | | | | | | |
| Line: 46 | | | | | | | | | | | | |
| 10/05/12 | Friday | 3:39:48 PM | :30 | \$1,000.00 | | Fri Reg 1 | 8:00 PM-9:00 PM | OBAMA 4 AMERICA *A *a | | P-4 | 1 | MWASH- |
| | | | | | | | | | | | 1 | |
| Line: 47 | | | | | | | | | | | | |
| 10/05/12 | Friday | | :30 | \$3,500.00 | | Fri Reg 3 | 10:00 PM-11:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 1 | MWASH- |
| | | | | | | | | | | | 1 | |
| Line: 48 | | | | | | | | | | | | |
| 10/06/12 | Saturday | 3:58:41 PM | :30 | \$1,400.00 | | Sat Reg 2 | 9:00 PM-10:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 1 | MWASH- |
| | | | | | | | | | | | 1 | |
| Line: 49 | | | | | | | | | | | | |
| 10/07/12 | Sunday | 7:19:17 PM | :30 | \$5,000.00 | | Sun Reg 1 | 7:00 PM-8:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 1 | MWASH- |
| | | | | | | | | | | | 1 | |
| Line: 50 | | | | | | | | | | | | |
| 10/07/12 | Sunday | 3:39:33 PM | :30 | \$5,500.00 | | Sun Reg 2 | 8:00 PM-9:00 PM | OBAMA 4 AMERICA *A *a | | P-2 | 1 | MWASH- |
| | | | | | | | | | | | 1 | |
| Line: 51 | | | | | | | | | | | | |
| 10/07/12 | Sunday | 3:40:28 PM | :30 | \$2,400.00 | | Sun Reg 3 | (9:00:00 PM-10:00:00 | OBAMA 4 AMERICA *A *a | | P-3 | 1 | MWASH- |
| | | | | | | | | | | | 1 | |
| Line: 52 | | | | | | | | | | | | |
| 10/02/12 | Tuesday | 1:18:42 PM | :30 | \$1,100.00 | OFA-12- | 11p M-F Local 12 News 11:00 PM-11:35 PM | | OBAMA 4 AMERICA *A *a | | P-3 | 1 | MWASH- |
| 10/03/12 | Wednesday | 1:04:38 PM | :30 | \$1,100.00 | OFA-12- | 11p M-F Local 12 News 11:00 PM-11:35 PM | | OBAMA 4 AMERICA *A *a | | P-3 | 4 | MWASH- |
| 10/04/12 | Thursday | 1:12:23 PM | :30 | \$1,100.00 | | 11p M-F Local 12 News 11:00 PM-11:35 PM | | OBAMA 4 AMERICA *A *a | | P-3 | 5 | MWASH- |
| 10/05/12 | Friday | 1:05:59 PM | :30 | \$1,100.00 | | 11p M-F Local 12 News 11:00 PM-11:35 PM | | OBAMA 4 AMERICA *A *a | | P-3 | 2 | MWASH- |
| 10/08/12 | Monday | 1:19:49 PM | :30 | \$1,100.00 | | 11p M-F Local 12 News 11:00 PM-11:35 PM | | OBAMA 4 AMERICA *A *a | | P-3 | 3 | MWASH- |
| | | | | | | | | | | | 5 | |
| Line: 53 | | | | | | | | | | | | |
| 10/06/12 | Saturday | 1:27:15 PM | :30 | \$1,100.00 | | 11p M-Su Local 12 New 11:00 PM-11:35 PM | | OBAMA 4 AMERICA *A *a | | P-3 | 1 | MWASH- |
| | | | | | | | | | | | 1 | |
| Line: 54 | | | | | | | | | | | | |
| 10/07/12 | Sunday | 1:33:25 PM | :30 | \$1,100.00 | | 11p M-Su Local 12 New 11:00 PM-11:35 PM | | OBAMA 4 AMERICA *A *a | | P-3 | 1 | MWASH- |
| | | | | | | | | | | | 1 | |
| Line: 55 | | | | | | | | | | | | |
| 10/02/12 | Tuesday | 1:46:15 PM | :30 | \$750.00 | OFA-12- | Letterman | 11:35 PM-12:35 XM | OBAMA 4 AMERICA *A *a | | P-2 | 1 | MWASH- |
| 10/03/12 | Wednesday | 2:24:45 XM | :30 | \$750.00 | OFA-12- | Letterman | 11:35 PM-12:35 XM | OBAMA 4 AMERICA *A *a | | P-2 | 2 | MWASH- |
| | | | | | | | | | | | 2 | |
| Line: 56 | | | | | | | | | | | | |
| 10/06/12 | Saturday | 2:52:55 XM | :30 | \$150.00 | | Sat Late Fringe Rotator 11:35 PM-12:05 XM | | OBAMA 4 AMERICA *A *a | | P-4 | 1 | MWASH- |
| | | | | | | | | | | | 1 | |
| Line: 57 | | | | | | | | | | | | |

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/02/12-10/08/12



| Date | Weekday | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE | |
|---------------------------------|----------|------------|--------|------------|-------|--------------------|-------------------------|---------------------------|------------|----------|--------------|--------|--|
| Advertiser: Obama/D/President | | | | | | | | | | | | | |
| Agency: Greer Margolis Mitchell | | | | | | | | | | | | | |
| Station: WKRC-TV | | | | | | | | | | | | | |
| Order: 51595 | | | | | | | | | | | | | |
| Line: 57 | | | | | | | | | | | | | |
| 10/06/12 | Saturday | 2:22:43 XM | :30 | \$175.00 | | Sat 1205a-105a | 12:05 XM-1:05 XM | OBAMA 4 AMERICA *A *a | | P-3 | 1 | MWASH- | |
| | | | | | | | | | | | \$175.00 | 1 | |
| Line: 58 | | | | | | | | | | | | | |
| 10/07/12 | Sunday | 1:57:31 PM | :30 | \$750.00 | | Sun 1135p-1205a | 11:35 PM-12:05 XM | OBAMA 4 AMERICA *A *a | | P-2 | 1 | MWASH- | |
| | | | | | | | | | | | \$750.00 | 1 | |
| Line: 59 | | | | | | | | | | | | | |
| 10/07/12 | Sunday | 2:44:11 XM | :30 | \$100.00 | | Sun 1205a-105a | 12:05 XM-1:05 XM | OBAMA 4 AMERICA *A *a | | P-4 | 1 | MWASH- | |
| | | | | | | | | | | | \$100.00 | 1 | |
| Line: 60 | | | | | | | | | | | | | |
| 10/06/12 | Saturday | 3:22:31 PM | :30 | \$350.00 | | SEC Football | 12:00 PM-7:00 PM | OBAMA 4 AMERICA *A *a | | P-4 | 1 | MWASH- | |
| | | | | | | | | | | | \$350.00 | 1 | |
| Line: 61 | | | | | | | | | | | | | |
| 10/07/12 | Sunday | 1:34:14 PM | :30 | \$9,000.00 | | Bengals vs Miami | (1:00:00 PM-4:00:00 PM) | OBAMA 4 AMERICA *A *a | | P-3 | 1 | MWASH- | |
| | | | | | | | | | | | \$9,000.00 | 1 | |
| Line: 62 | | | | | | | | | | | | | |
| 10/07/12 | Sunday | 1:43:18 PM | :30 | \$5,000.00 | | NFL Regular Season | (4:00:00 PM-7:00:00 PM) | OBAMA 4 AMERICA *A *a | | P-3 | 1 | MWASH- | |
| | | | | | | | | | | | \$5,000.00 | 1 | |
| Line: 63 | | | | | | | | | | | | | |
| 10/07/12 | Sunday | | :30 | \$900.00 | | M-Su 5a-2a | (4:15:00 PM-5:00:00 PM) | OBAMA 4 AMERICA *A *a | | P-4 | 1 | MWASH- | |
| | | | | | | | | | | | \$900.00 | 1 | |
| | | | | | | | | | | | \$129,375.00 | 167 | |
| | | | | | | | | | | | \$129,375.00 | 167 | |
| | | | | | | | | | | | \$129,375.00 | 167 | |
| | | | | | | | | | | | \$129,375.00 | 167 | |
| | | | | | | | | | | | \$129,375.00 | 167 | |
| | | | | | | | | | | | \$129,375.00 | 167 | |

[Filtered by:] [Sorted by: Station]